

Be Design Thinking First (vLearn Programme)

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

Design Thinking is widely adopted by worldwide leading brands to **inspire creativity and innovate new ideas**.

It is not simply a tool or a process but a **way of thinking and culture**. Its core value is to have **“Customer-Centric”** and target the **real needs** of the users to **solve their “Pain Points”**.

Design Thinking is not exclusively used by designers. It could apply to **all jobs and roles**, including engineers, corporate management, and entrepreneurs, who **require new thoughts to solve problems and find ways to improve** existing products, services, and workflows. It could be **applied to yourself, your team, and your business**.

Join now to explore the infinite possibilities in the Design Thinking journey!

Programme Code	10015623-03
Programme Duration	Minimum 60 minutes divided into several learning sessions (Valid for 1 Year)
Platform	HKPC Academy vLearn
Medium	Cantonese with English and Chinese subtitles
Course Fee	HK\$380
Certificate Award	A Certificate of Accomplishment will be awarded to participants who have completed the course

Learning Outcomes

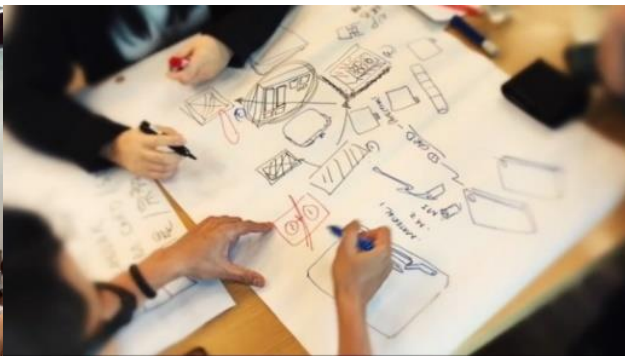
- ✓ Identify thinking patterns and understand the differences between various thinking patterns
- ✓ Engage participants to collaborate with different points of view, thinking patterns and apply Design Thinking in their team with the “P.U.S.H.” concept
- ✓ Introduce by using a case study on how Design Thinking could be applied to identify the true needs of the customer and bring to success in business
- ✓ Inspire participants to consider “Who is your customer?”, “How might we?” and to “Embrace your constraints”

Course Outline

1. Introduction
 - Thinking determines outcome
 - Different thinking patterns
2. How to “PUSH” Design Thinking in Action
 - “P”: Principles about Design Thinking
 - “U”: Uniqueness Design Thinking vs different thinking pattern
 - “S”: Suggestion in implementation
 - “H”: Hurdles in Design Thinking
3. Conclusion: Design Thinking is a customer centric thinking mode and culture

Trainer Profile – Mac LEUNG

Mr Mac LEUNG is a senior trainer and curriculum development expert. He has **over 15 years of training experience with expertise in Design thinking**. He has also published several books including - "Design Thinking 01: Flipping Entrepreneurship", "Music and Management", "Management is life" and "2047 Dialogue".



Enrolment Method

1. Scan the QR code to complete the enrolment and payment online.
OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Terence LUEN). Please indicate the course name and course code on the back of the cheque and envelope.



[Enrolment form can be downloaded at
<https://www.hkpcacademy.org/enrollment/>]

<http://u.hkpc.org/aRx>